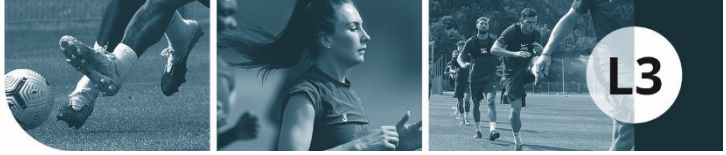
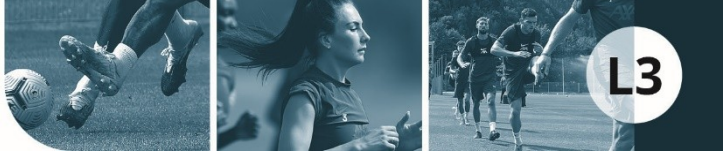


BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Qualifications in Sports
Unit number and title	Unit 30: Organising Events in Sport and Physical Activities
Learning aims	B: Plan and promote a sport or physical activity event C: Deliver a planned sport or physical activity event
Assignment title	**Planning, promotion and delivery of a sports event**
Assessor	
Issue date	
Hand in deadline	

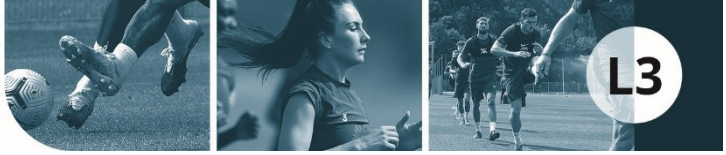
Vocational Scenario or Context	The Schools Games Organiser (SGO) was impressed with your presentation on the different types of events and the roles and responsibilities that need to be considered when preparing to deliver a sport or a physical activity event. As a result, you have been recommended to one of the local gyms to produce a plan for a sport or physical activity event. This will need to include all promotional materials and have a clear aim and objective. Once the plan has been approved you will go on to deliver the event taking responsibility for all key considerations required prior to, during and after the event.
Task 1	Working closely with the SGO you have been asked to produce a well-developed and realistic plan for a sport or physical activity event that you can deliver for one of the local gyms. The plan should be presented in a logical way so that it has the potential to be used again by an event manager. Initially you must ensure that you have established the three main areas of focus for your event: • Aims and Objectives • Participants needs • Necessary resources Once you have established these three key areas you can then start to allocate specific roles that will need to be fulfilled to make the event a success. Key considerations will need to be recorded prior to, during and after the event that include the resources and roles that are required to be fulfilled. Another important area to consider is the financial costings which must be managed effectively to limit the likelihood of an overspend of the budget. You will need to identify your sources of income and costs that will be incurred by staging the event. Indicators to measure success of the event will need to form part of the planning process as will careful consideration of any legal considerations that need to be followed.



	Having successfully created a detailed plan the next step is the promotion of the event. In order to do this successfully you will need to consider the event aims. The SGO has asked that you make the promotional materials realistic and effective and have a clear purpose related to the event. The materials should be designed for different methods and the impact that you want the materials to have needs to be made in relation to the target audience. When planning the event and the associated promotional materials you should be able demonstrate effective planning and promotion with a clear understanding and awareness of aims and considerations of the proposed event. You should also undertake accomplished planning and promotion of the proposed event.
Checklist of evidence required	Plan of the event Financial costings Health & Safety considerations Promotional materials

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
B.P3	Produce a competent plan for a sport or physical activity event
B.P4	Produce basic promotional materials for a sport or physical activity event.
B.M2	Demonstrate effective planning and promotion for a sport or physical activity event with a clear awareness of the event aims.

Task 2	Many successful events are repeated and understanding their strengths and weaknesses enables you to adapt planning for future events. After sharing your plan and having it approved by the SGO you are ready to deliver it. Now that you have also delivered the promotional campaign for your planned sport or physical activity event you will need to demonstrate your individual contribution to the safe and effective delivery of the event. Key considerations will need to be made as to what decisions will need to be made pre, during and post-event. Demonstrating your ability to implement your plan for the event and making any adjustments and contingencies when required will be crucial in ensuring that it meets the aims and objectives set. You will be required to manage key decisions as required with your role(s), and you should contribute effectively to the delivery of the event as part of the team, ensuring that outcomes of the event are met in full. You should also demonstrate a secure awareness of the event aims and considerations throughout the delivery of the event.
Checklist of evidence	Plan of the event



required	Promotional Materials Evidence of the impact of the event Evidence of involvement in the delivery of the event
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
C.P5	Perform tasks fully, correctly and safely to achieve planned aims and objectives for the delivery of a sport or physical activity event.
C.M3	Manage key decisions and responsibilities in a role to effectively contribute to the delivery of planned outcomes for a sport or physical activity event.
BC.D2	Undertake accomplished planning, promotion and delivery of an event, demonstrating a secure awareness of the event aims and considerations and use of promotional materials.

Sources of information to support you with this Assignment	
Other assessment materials attached to this Assignment Brief	*eg, work sheets, risk assessments, case study*